



**PARTICIPATE IN A GROWING
TRADITION ON ROOSEVELT ROW!**

WHAT: ROOSEVELT ROW HARVEST FESTIVAL

WHEN: SATURDAY, OCTOBER 18, 2008

TIME: 12:00 P.M. --- 7:00 P.M.

WHERE: ROOSEVELT STREET BETWEEN 4TH STREET AND 7TH STREET.

THE EVENT: The mission of the Roosevelt Row Harvest Festival is to celebrate the energy, activities and businesses in the Roosevelt area neighborhoods of Evans Churchill, Roosevelt and Garfield. Our goal is to showcase Roosevelt Row as a dynamic, walkable, urban mixed-use area with a significant concentration of artists and other creative professionals. The event will include:

- Live Music
- Beer Garden
- Local Independent Vendors
- Kids Activities
- Local Food Vendors

ESTIMATED ATTENDANCE: 3,000 people

SIGNIFICANCE: To benefit the Roosevelt Row Community Development Corporation in its mission to market the unique character and assets of the Roosevelt Row area, to advocate for the continuing role of the area in the revitalization of downtown Phoenix, and to foster a diverse and pedestrian-friendly urban environment.

Harvest Festival is an ideal event to promote brand recognition for your company, service and product and to communicate with a target audience of independent-minded individuals and families in the Phoenix metro area.